

Message Text

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PAGE 01 OTTAWA 02006 192145Z

ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 CCO-00 CIAE-00 OTPE-00
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FM AMEMBASSY OTTAWA
TO SECSTATE WASHDC IMMEDIATE 7104

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E.O. 11652: N/A
TAGS: ETEL, CA
SUBJECT: BORDER TV - BILL C-58

REF: ROUSE/CLAPPIN TELECON 4/17.

1. TRANSPORTATION/COMMUNICATIONS OFFICER MET WITH BRODHEAD, DIRECTOR GENERAL, SOCIAL POLICY AND PROGRAMS BRANCH, AND WARREN, DIRECTOR GENERAL, INTERNATIONAL TELECOMMUNICATIONS BRANCH, DEPARTMENT OF COMMUNICATIONS (DOC), APRIL 18, TO DISCUSS BORDER TV. BRODHEAD SAID DOC STUDY OF EFFECTS OF C-58 AND ANY RECOMMENDATIONS ARISING FROM IT NOT EXPECTED TO BE COMPLETE BEFORE END OF 1979. HE WAS UNWILLING TO GO INTO DETAILS OR TERMS OF REFERENCE OF STUDY.

2. BRODHEAD NOTED INITIAL INDICATIONS ARE THAT C-58 IS HAVING DESIRED EFFECT, WITH EXCEPTION OF BRITISH COLUMBIA AREA. THERE, US STATION KVOS HAS REDUCED RATES TO RETAIN CANADIAN ADVERTISING AND C-58 MAY NOT PRODUCE RESULTS HOPED FOR BY CANADIANS. THIS WAS MENTIONED IN RECENT SPEECH IN B.C. BY CRAWFORD DOUGLAS, PARLIAMENTARY SECRETARY TO DOC MINISTER SAUVE. HE NOTED IN SPEECH THAT IF C-58 PROVES INEFFECTIVE, MEASURES SUCH AS SIMULTANEOUS SUBSTITUTION, RANDOM COMMERCIAL DELETION, AND OTHERS CAN BE
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PAGE 02 OTTAWA 02006 192145Z

IMPLEMENTED IN A VARIETY OF WAYS AND DEGREES. BRODHEAD MADE IT CLEAR, HOWEVER, THAT NO FURTHER CANADIAN RESTRICTIONS ARE LIKELY UNTIL STUDY OF EFFECTS OF C-58 IS COMPLETED.

3. IN REGARD TO STUDY, BRODHEAD SAID IT WOULD BE MOST USEFUL TO HAVE DATA, VIEWS AND COMMENTS OF US BROADCASTERS ON THEIR EXPERIENCE WITH C-58. HE SAID HE WOULD APPRECIATE

RECEIVING ANY SUCH INFORMATION SO THAT IF MIGHT BE FACTORED INTO THE STUDY AND BE TAKEN ACCOUNT OF IN ANY RECOMMENDATIONS MADE ON THE BASIS OF THE STUDY.

4. IN SUBSEQUENT MEETING APRIL 19 AT EMBASSY, KVOS CANADIAN ATTORNEY TOM D'AQUINO TOLD US HE HAS TAKEN STEPS TO FEED US STATIONS' DATA AND VIEWS TO TORONTO FIRM THAT IS CONDUCTING STUDY FOR DOC.

5. US STATIONS MAY WISH TO TAKE OPPORTUNITY BRODHEAD HAS PROVIDED TO PUT THEIR VIEWS AND DATA BEFORE DOC. EMBASSY WOULD BE PLEASED TO FORWARD TO DOC WHATEVER INFORMATION THEY ARE ABLE AND WILLING TO PROVIDE. BROADCASTERS SHOULD BE MINDFUL, OF COURSE, THAT DOC MAY INTERPRET DECLINE IN CANADIAN ADVERTISING SUBSCRIPTIONS THEY MAY REPORT AS EVIDENCE OF EFFECTIVENESS OF C-58 IN ACHIEVING GOC POLICY OBJECTIVES. ENDERS

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Message Attributes

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